



**2006 Unilever Recycling At Work Sustainable Grants Program
Request for Proposals (RFP)**

One copy of the completed application and cover page outlined in this Request for Proposal (RFP) must be mailed to the National Park Foundation (NPF) at the address below. **Applications must be postmarked by January 6, 2006. Mail materials to:**

**National Park Foundation
11 Dupont Circle, NW
Suite 600
Washington, DC 20036
Attn: John Reynolds**

Also email one copy of the project narrative to John Reynolds on or before January 6, 2006 at jreynolds@nationalparks.org.

Note—Your Regional Director may require an advance copy of your proposal to assist with quality assurance. Check with your Regional Partnership Coordinator for region-specific deadlines.

A DETAILED ITEMIZED MATERIALS ORDER MUST ACCOMPANY EACH RFP APPLICATION.

PROGRAM OVERVIEW

Unilever's *Recycling at Work Sustainable Grants Program*, in partnership with the National Park Foundation, provides 100% sustainable, recycled plastic (HDPE #2) lumber for projects including trails, boardwalks, overlooks, pullouts, docks, enhancements to visitor centers, and other visitor amenities such as picnic tables and benches. The program focuses specifically on infrastructure projects that enhance the visitor experience using sustainable, 100% recycled plastic lumber (HDPE #2). The *Recycling at Work Sustainable Grants Program* is a part of Unilever's Proud Partner Program and a flagship initiative of their thirteen year, \$30 million partnership with the National Park Foundation. *Recycling at Work Sustainable Grants* are awarded for projects ranging from \$5,000 to \$50,000.

Note: All projects must be completed by the end of calendar year 2006.

ELIGIBILITY CRITERIA (all judged equally):

- 1. Technical merit of project.** *Note: All projects should be entered into the National Park Service Project Management Information System (PMIS) or listed as a need on a park-planning document. All projects should have plans and specifications detailed in the proposal;*

2. **Project within grant range of \$5,000 to \$50,000.** *Note: if part of a larger project, funding to complete the entire project must be in hand;*
3. **Use of Recycled Materials** - Degree to which project involves use of sustainable, 100% recycled plastic lumber (HDPE #2);
4. **Sustainable Practices** - Degree to which project can model environmentally sustainable practices;
5. **Visitor Benefit** - Numbers of visitors who will benefit;
6. **Interpretive-Educational Potential** - Degree to which project demonstrates shared commitment to sustainable practices to visitors and key constituents;
7. **Volunteer Potential** - Potential of project to attract volunteer help, potential level of volunteer involvement.

National Parks that have participated in Unilever's *Recycling at Work Sustainable Grants Program* in the past may apply.

While not required, projects that leverage involvement from other partners including donations of cash, in-kind materials and products are encouraged.

SELECTION PROCESS

A review committee made up of representatives from the National Park Service, the National Park Foundation and Unilever will make recommendations based on criteria in this RFP. Recommendations will be forwarded to the Grants and Programs Committee of the National Park Foundation Board for final approval.

GRANT REQUIREMENTS FOR ALL SELECTED PARKS

- The park must submit a final report (written and financial) upon completion of the project. The report format will be provided to award recipients upon notification;
- The park must be prepared to work with the National Park Foundation and Unilever to showcase the project and the sustainable practices at work. This may include an on-site media event;
- Each park must designate a staff person to coordinate aspects of the grant requirements;
- The project must have an interpretive/educational component;
- All education and outreach materials related to the program must include appropriate donor recognition in accordance with National Park Service guidelines as found in Director's Order #21;
- The park should emphasize the environmental leadership of the National Park Service during on-site events and through interpretive products related to this project;
- The project must be consistent with all relevant and applicable National Park Service planning documents;
- The project must be completed within the calendar year 2006;
- The park must be able to send a representative to Unilever's annual National Parks Celebration and Awards Reception in Washington, D.C. (Spring 2006).

Failure to complete reporting and other grant requirements when required may result in withdrawal of grant.

DEADLINES

- Proposal must be **postmarked and emailed** by January 6, 2006. Regional Directors may require a regional review prior to this deadline. Check with your regional partnership coordinator for region-specific deadlines.
- Projects must be completed by the end of the calendar year 2006.
- Final reports are due upon project completion.

SUSTAINABLE LUMBER INFORMATION

To find further products and price information contact Sarah Pittman representing Unilever at (843) 795-9292.

QUESTIONS

Contact: John Reynolds, (202) 238-4200 or jreynolds@nationalparks.org
Sarah Pittman, (843) 795-9292 or
sarah.pittman@clearseascommunications.com



2006 Unilever Recycling At Work Sustainable Grants Program

Application Procedure and Instructions

INFORMATION REQUESTED

COVER PAGE

Name of the Park

Division/Department

Address

Telephone number

Project Contact Person

Title/Position

Telephone number

FAX number

E-mail

Program/Project Name

Amount Requested

(Include the total project budget if it is different from the amount requested.)

Name of Superintendent

Signature of Superintendent

NARRATIVE

Keep answers brief but complete.

1. Executive Summary

(Summarize the project in 300 words or less)

2. Describe the sustainable aspect(s) of the project, including materials and techniques.

3. Provide an overview of the project, how it will directly enhance the visitor experience, and how many visitors will benefit

4. Describe plans for the educational/interpretative outreach such as a brochure,

and/or temporary construction or restoration signage communicating the benefits of the project.

5. Describe plans for involving the local community and volunteers in the project.
6. Describe and quantify the contributions, monetary and other, of any other partners.
7. Describe any long-term cost savings in reduced maintenance that project will achieve.
8. Indicate if this project is entered into the Project Management Information System Database, or noted in any other park-planning documents.
9. Other: Any additional information you believe would be helpful in evaluating the project.

A DETAILED ITEMIZED MATERIALS ORDER MUST ACCOMPANY EACH RFP APPLICATION.

SCOPE-OF-WORK BUDGET OUTLINE

Below is an example of the type of information that should be provided in the work outline.

BUDGET

Please give a detailed budget including:

| | |
|------------------------------|----|
| Sustainable Lumber/Amenities | \$ |
| Equipment | \$ |
| Supplies | \$ |
| Other (please specify) | \$ |

A DETAILED ITEMIZED MATERIALS ORDER MUST ACCOMPANY EACH RFP APPLICATION.

ATTACHMENTS

Include copies of project plans and specifications.

Pictures of the proposed project site are helpful, but not required.

Unilever Recycling at Work Sustainable Grants RFP Application

CHECK LIST

Prior to submitting your proposal, use this list to ensure that you have completed all aspects of the grant requirements:

- ❑ I have checked with my regional partnership coordinator to determine if the proposal must be sent to the region for quality review prior to submittal to the National Park Foundation.
- ❑ The proposal request is for donor-designated sustainable, 100% recycled plastic (HDPE #2) lumber only. 100% recycled plastic (HDPE #2) lumber can not be used as structural members. Tri-Max lumber is not offered through this grant program.
- ❑ The proposed project is listed in PMIS or other pertinent park planning document.
- ❑ The costs of donor-designated sustainable, 100% recycled plastic lumber are correct and current.
- ❑ I have contacted Sarah Pittman for Unilever at 843-795-9292. They can facilitate answers to technical questions in cooperation with donor-designated sustainable, 100% recycled plastic (HDPE #2) lumber.
- ❑ **The application contains a detailed itemized materials order– an application without a materials order will not be considered.**
- ❑ The proposed project includes an education/interpretation component.
- ❑ Proposal coversheet is complete and includes the signature of the park superintendent.
- ❑ The contact person's name, complete address including zip code, phone number, fax number and email address are included on the cover sheet.
- ❑ Proposal includes a 300 word or less non-technical project summary.
- ❑ Proposal project description addresses all of the grant criteria.
- ❑ A budget is attached using the table provided in the RFP.
- ❑ One copy of the coversheet and proposal were sent to the National Park Foundation, postmarked on or before January 6, 2006.
- ❑ A copy of the proposal was emailed to jreynolds@nationalparks.org on or before January 6, 2006.

List of Regional Partnership Coordinators

| Region | Coordinator | Phone |
|------------------|-------------------|----------------------|
| Alaska | Diane A. Jung | 907-644-3525 |
| Intermountain | John Paige | 303-969-2356 |
| National Capital | Glenn Eugster | 202-619-7492 |
| Northeast | Bob McIntosh | 617-223-5122 |
| Midwest | Marty Sterkel | 402-221-3201 |
| Pacific West | Ray Murray | 510-817-1439 |
| Southeast | Richard McColloug | 404-562-3124 x718 |